

# Albuquerque

## INVITES ESTANCIA VALLEY TRADE

### THE BRONX HOTEL

113 1-2 WEST CENTRAL AVE.

ALBUQUERQUE, NEW MEXICO

RIGHT IN THE HEART OF THE BEST BUSINESS DISTRICT  
ATTRACTIVE, CLEAN ROOMS, AND HOME-LIKE LOBBY  
OUR RATES ARE DOWN TO PRE-WAR PRICES

Transient Rates, \$1.00 and \$1.50 per day

A few good rooms at from \$2.00 to \$5.00 per week

YOU WILL ENJOY YOUR STAY HERE

The Hotel Where You Are Treated As An Individual  
Not Just A Number

Try Them All - Then Come

TO THE

"OLD RELIABLE"

ESTABLISHED 1883

The Celebrated  
"Gruen" Watches  
also  
Elgin  
Waltham  
Hamilton  
and  
Howards



"Holbrook"  
Silver  
That Wears  
A Life-Time  
also  
"Community"  
Gorham

Send Us Your Repair Work

We are just as anxious to please out of town customers as those who have the advantage of visiting our store in person.

DO YOU KNOW THAT THE

ALBUQUERQUE

Y. W. C. A. HAS

SIX SECRETARIES CONDUCTING

1. A Travelers' Aid at the Station.
2. Hospitality for transient girls.
3. A Free Employment and Room Registry Bureau
4. A Club, Recreation, and Gym Center.
5. A Cafeteria.
6. A Hotel for Women.

That 670 women are affiliated with the various activities

That service is rendered 1,000 people daily?

WHAT ARE YOU DOING TO HELP THIS WORK

Y. W. C. A., 120 N. 2nd St. Albuquerque, N. M.

### ALBUQUERQUE BUSINESS COLLEGE TO HAVE FALL TERM OPENING

January first, 1922 marks the starting of the sixteenth year of successful operation of the Albuquerque Business College. The wonderful strides made by this school and the splendid success it has attained is due, to a great extent, to the able management of its president, Mr. J. E. Goodell.

Associated with Mr. Goodell at this time are Mr. L. A. May, the secretary and manager; Mr. E. L. Hosking, expert accountant, auditor and penman principal of the business department; Mr. N. M. Frantz, principal of the stenographic department, and Miss Vera Kiech who has charge of the office appliance, office practice and typewriting department.

In 1906, Mr. Goodell, seeing the need and possibilities of a high-class commercial training school, purchased the Albuquerque Business College for a nominal fee, and at once set about to build up a business college of which the people of New Mexico and the entire southwest might well be proud.

From a small school, scantily furnished, with all departments in one small room and a typewriter equipment of two machines, he has built a school of splendid proportions in size, and high standing educational.

The school has grown and grown until at the present time it occupies the third floor of the Korber building, divided into six departments and recreation rooms. The A. B. C. has had high aims in commercial training and instead of offering cheap, short "get-rich-quick" courses has offered courses of higher standard, and ones which insure success to every student that completes them. Two of the latest of these courses to be added are the Pace & Pace Standardized Course in Higher Accounting and the Burroughs Banking, Ledger, Posting and Calculating Machine Course, thus adding to the higher lines of practical accounting and the most modern and up-to-date methods of Machine Bookkeeping, which systems are being rapidly installed in the banks and leading business concerns all over the country. The latest addition is the installation of the 20th Century System of Bookkeeping, for which the A. B. C. is depositary and state distributor.

The school is divided into the following departments, in which is taught by specialists the Twentieth Century System of Bookkeeping; the accounting course, Pace and Pace Higher Accounting. The stenographic department, in which instruction is given in both Gregg and Pitman systems of shorthand. The typewriting department, in which 4 Underwood, Royal and Remington typewriters are used. The secretarial and office appliance department in which students are taught to use and operate various machines and devices, such as the multigraph, mimeograph, check writer, automatic numbering machines, typewriter and card index filing systems, etc. Telegraph room equipped with senders, sounders, receivers, railroad block signals, etc. Salesmanship and advertising course.

On the first of last March Mr. Goodell who was in poor health from continued work and exertion, sold a half interest in the school to Mr. L. A. May, who for 20 years was principal of the shorthand department, and associate proprietor of the Butte, Montana, Business College. Soon after the sale was consummated Mr. Goodell left for the east for an operation and Mr. May was put in active management of the school.

A number of years ago the Albuquerque Business College adopted the slogan, "The Special School for Specialists,"—this was because in its faculty it employs none but specialists. The business department is in charge of Prof. E. L. Hosking, for 15 years an associate of Mr. May's in Montana. He is an expert accountant and auditor, makes a specialty of higher accounting, opening and closing books, making financial statements, etc. Very frequently he goes right with his students into new positions, assists them in opening the books, getting out a statement and getting a proper system installed.

The stenographic department is in charge of Prof. N. M. Frantz, who, for a number of years was the principal of the shorthand department of the Taylor School of Philadelphia. Mr. May has the management of the school and also handles classes in both Gregg and Pitman shorthand, assists in the bookkeeping and secretarial work.

Miss Vera Kiech is assistant to Mr. Frantz and has charge of the typewriting office appliances, and office practice work.

All these departments are conducted in both day and night classes and on account of the individual and

private instruction methods employed, students may enter any time. In the night school there is also a special private department for students whose education has been neglected or those who have not had school advantages. Each lesson is heard individually, thus avoiding the embarrassment of class recitations. Students of all ages and grades may enroll in this department with the assurance that they will get personal attention. Those who wish to learn to read and write English, or prepare for citizenship examinations may also enroll.

On account of the high-class courses and superior instruction given, the college has calls for accountants, stenographers, secretaries and clerks throughout the southwest, and especially in New Mexico and Arizona. With the splendid and varied line of courses offered by the Albuquerque Business College in day and night sessions there is no reason why any young man or woman, or middle-aged man or woman should go without an education.

This is an institution of which the people of Albuquerque and New Mexico in general should be justly proud.

Biology is becoming more interesting all the time. We learn new words every day and find out about lots of animals we never even imagined existed. The study of the cat is to be taken up soon, and we are sure everyone will find it an interesting subject.

## ALBUQUERQUE Business College

THE SCHOOL OF BEST RESULTS—IT'S DIFFERENT

A Banking and Calculating Machine Course would add to your qualifications and enlarge your pay-check.

A thorough Business, Stenographic or Secretarial Course in this school is a Worth While course and one that every young man and woman should take. It would be a life-long asset. You can take a course by mail if you can't enroll personally.

A Course in Pace & Pace Standardized Higher Accounting would put the finishing touch on your education. Class just starting.

Our Winter Term will start January third, but our work is arranged so students may enter any time.

Personal and Private Instruction will insure success.

Write for catalog

Mention the STATE RECORD

Why Not Become an A. B. C. Graduate and Get on the Pay-Roll?

E. L. Hosking, Principal. L. A. May, Manager

## The Capital Stock Of a Bank

IS THE FINAL TEST OF ITS ABILITY TO INSURE ABSOLUTE SAFETY TO ITS DEPOSITORS

# \$900,000.00

The combined capital and surplus of these strong banks, is the guaranty of complete security for funds entrusted to their care.

The First National Bank

OF ALBUQUERQUE

The First Savings Bank and Trust Company

STRONGEST IN THE SOUTHWEST

## Keep The Sun Shining On Sunny Crest

By having the best music in your homes. Chase Mr. Gloom so far away he simply can't get back. Try to bring more sunshine and happiness into your hearts and into the lives of those with whom you mingle.

TO OUT-OF-TOWN CUSTOMERS

We make it a point to give our mail order customers the same care, full service they would receive if here in our store in person. When a mail-order is received, we take the Phonograph ordered from our stock, unpack it and test it to see that it is in perfect order, then repack and ship it.

Terms Can Be Arranged Write For Catalogue



MODEL 290

Mahogany or Oak Cabinet  
All New Brunswick Features  
PRICE \$110.00  
Including \$10.00 worth of records

## BRUNSWICK

Will Do It

### NEW BRUNSWICK FEATURES

THE ULTONA: The new Reproducer, which by a mere turn of the hand, enables the owner of a BRUNSWICK to play any make of record to perfection. Equipped with permanent diamond point and separate mounting for sapphire ball and steel or fibre needles, making it unnecessary to change reproducers or use other makeshift arrangements.

THE TONE AMPLIFIER (sometimes called the horn) is made of mountain spruce, the same as a violin. It is oval in shape, approximating the form of the human throat and mouth, and the music flows out in full, rich, and perfect tones. There is no metallic sound in BRUNSWICK music, as no metal is used in the construction of the Tone Amplifier.

THE TONE MODIFIER, by which one can make the music as loud or as soft as desired.

THE BALANCE TOP—the top that never fails.

All models listed in this advertisement are completely equipped with all of the New Brunswick Features.

### BUSH AND LANE PIANOS VICTOR PLAYERS

We handle everything in the Musical Line from a Violin String to a Pipe Organ.

We have all the latest hits in sheet music, player rolls and records. Century Edition in sheet music at fifteen cents a copy.

MAIL ORDERS GIVEN PROMPT ATTENTION. WRITE FOR CATALOGUES



MODEL 105  
Has All Latest Brunswick Features  
Plays All Records  
Including \$5.00 worth of records  
PRICE \$70.00

OTHER MODELS  
Model 207—Mahogany or in Fumed or Golden Oak Cabinets  
PRICE \$135.00  
Including \$10.00 worth of records

Model 210—Mahogany, Fumed or Golden Oak Cabinets  
Equipped With Record Albums  
PRICE \$160.00  
Including \$10.00 worth of records

Model 212—Mahogany or Oak  
Equipped with Double Mica Ultona and Record Albums  
PRICE \$210.00  
Including \$10.00 worth of records

Model 217—Mahogany or Oak  
Plays 14 records with one winding Double Mica Ultona and Record Albums  
PRICE \$275.00  
Including \$25.00 worth of records



### NEW SOLES ON YOUR OLD SHOES

will give them an added lease of life and save you the high cost of a new pair for considerable time. Bring or send us your old footwear that is now only good enough to wear about the house. With our modern machines we'll repair it so it will be fit to wear anywhere in any company.

We also carry the famous Allen Army Shoes, for men and boys. The very most in wearing quality and comfort for every-day hard usage.

PRICES—Boys \$4.35 Mens \$5.00

We pay very careful attention to instructions accompanying mail orders and return them at earliest possible moment.

ONE QUALITY, ONE PRICE, AND THE WORK GUARANTEED

ALLEN'S SHOE SHOP

303 WEST CENTRAL AVE.

ALBUQUERQUE, N. M.

## Albuquerque Music Store

Phone 778

311 West Central Ave.

ALBUQUERQUE, NEW MEXICO.